

Kentucky Arts Council
December 15, 2006
21C Museum Hotel
Louisville, Kentucky

Members present: Everett McCorvey, Stephanie Bateman, Wilma Brown, Nancy Cooper, Jean Dorton, Gail Russell, Ann Schell, Greg Shumate, Retha Tarter, Randall Vaughn, James Voyles

Members absent: Todd Lowe, Joe Marshall, Kelly Knight, Dean Jones, Phyllis Liebman

Others present: Staff: Lori Meadows, Dan Strauss, Nancy Atcher, John Benjamin, Suzanne Gray, Vallorie Henderson, Amber Luallen, Melissa Nesselrode, Maraskeshia Smith

Commerce Cabinet Staff: George Ward, Secretary; Lindy Casebier, Executive Director of Arts and Cultural Heritage

Guests: Nick Lawrence – University of Kentucky Public Radio, Trish Salerno – Arts Kentucky, Christina Gordley – Governor’s Office of Policy & Management

CALL TO ORDER AND WELCOME: Vice-Chairman Everett McCorvey noted that with Chairman Todd Lowe out of the country he would be conducting the meeting. Everett called the meeting to order and thanked everyone for attending.

QUORUM

With 10 of sixteen members in attendance, Everett declared a quorum to be present.

APPROVAL OF MINUTES

Randall Vaughn noted a correction to the minutes, stating that he had been in attendance at the September 22, 2006 board meeting.

With this correction made, a motion to approve the minutes was made by Jean Dorton and seconded by Retha Tarter. The motion was approved without objection.

CONSENT AGENDA

Review of Abstentions: Members were asked to review the abstention list and note if they had additions and/or deletions.

Grants and Awards:

Al Smith Fellowship Awards

Teacher Initiated Project Grants

Individual Artist Professional Development Grants

Product Development Grants

Executive Director Lori Meadows noted a correction for one of the Teacher Initiated Project (TIP) grants listed, stating that it was a two-week residency and not a one-week residency as indicated. Everett McCorvey observed that he had served as chair of the TIP panel, with Phyllis Liebman serving as co-chair. He noted that the panel was very interesting and that the amount of exciting work going on around the state was amazing. He also noted that when Phyllis realized there were very few applications from Frankfort, she made some phone calls to ask why the

Frankfort schools were not participating in the TIP program. Nancy Cooper asked what their reasons were for not participating, and Lori said that apparently there is a new grant writer who must prepare all grants instead of the schools preparing them and she didn't have information about the grant programs.

Retha Tarter served as chairman for day two of the TIP panel. She stated that the panel went well and thanked the staff for their preparations. She observed that all funds were not distributed because a certain level of competency is required in order to receive funding.

Everett encouraged members to notice the "purpose of the program" statement on each of the program documents submitted for consideration, and noted that advocacy is very important to the agency. He suggested that members look at the funded counties and encourage constituents to submit more applications, as well as congratulate those who did receive funding.

Everett stated that he also served as chairman for the Musical Composition Fellowship panel, and there were some wonderful compositions submitted. Randall noted that he served as chairman for the Creative Non-fiction panel. The panelists were wonderful, and he was impressed with the selections they made. Wilma Brown served as chairman for the Fiction Fellowship panel, and noted that there were a large number of applicants and three wonderful panelists, and she was impressed with how thoroughly the panelists reviewed the applications.

Ann Schell stated that there were problems with her panel, including difficulty with the state conference call system. She noted that if the panel had met face-to-face there would possibly have not been any \$7500 fellowships awarded. Everett asked whether awards have to be made, and Lori replied that they do not. She noted that it's very important that neither staff nor board should have input in the selection process, and panelists electing to make awards to applicants to "encourage" them had not happened before. Amber Luallen, Director of Artist Programs, noted that this is an award for excellence. Lori stated that staff had already discussed ways in which the program could be modified to ensure that only artists demonstrating the highest artistic excellence would be awarded. One possibility would be to bring panelists for all the literature categories together as a group and having a two-day panel. The discussion when panelists meet in person is richer. Ann noted that bringing the various literature panels together would avoid the problem of adjusting the number of available fellowships from one category to another as needed.

James Voyles reported that he had served as chairman of the Poetry panel, and the staff handled everything very professionally. The three panelists were all very articulate, and it was interesting to hear how one panelist enjoyed a selection, while others did not. He noted that the panel was very deliberate in their scoring and praised the quality of the poetry, awarding four \$7500 fellowships. He stated that this was a wonderful educational opportunity, and that it had been one of his greatest joys as a council member to serve as chairman for panels.

Everett McCorvey asked if we ever consider going to the panelists instead of them coming to Frankfort. Lori stated that because of the number of staff involved and the time required it would be a large expense for the agency. She noted that some state arts agencies hold their Fellowship panels in conjunction with the National Assembly of State Arts Agencies (NASAA)

annual conference. The staff will investigate options, and will continue to look for ways to improve the process because we want to ensure that the Fellowships are viewed as a valuable program. Ann Schell encouraged the staff to provide feedback to applicants, particularly if we are trying to raise the artistic quality. Lori stated that for the fellowship program comments were specifically not released, however, workshops and mock panels have been conducted to provide assistance to applicants and show them how the process works.

Greg Shumate made a motion, seconded by Randall Vaughn, to approve the Consent Agenda. The motion was passed without objection.

COMMERCE CABINET REPORT

Lindy Casebier reported that there were no new issues to discuss since the last board meeting. Currently the focus is on Abraham Lincoln Bicentennial activities, and the Kentucky Arts Council (KAC) is very heavily involved in these. He noted that he was working with Lori on final approval for the Poet Laureate and Governor's Awards in the Arts nominations. He has been working with the agencies to focus on advocacy, and is pleased that the KAC has added the legislative reception at Berry Hill prior to the Governor's Awards in the Arts. This will ensure that there is an even greater presence by the KAC in 2007 than there was in 2006 for their first legislative day.

OPERATING SUPPORT TASK FORCE

Randall Vaughn reported that the staff held nine focus groups with operating support grantees across the state during October. Attendance was good overall. Staff is in the process of assembling those comments and scheduling the next meeting of the task force in February. Randall stated that the meeting he attended in Covington was well received. Stephanie Bateman mentioned that at the Louisville meeting attendees were concerned about how the task force came up with suggested funding percentages. Jean Dorton stated that the Prestonsburg group focused on advocacy and suggested that the heads of the arts organizations write to the Governor and legislators. Randall noted that Lori and Dan did an excellent job giving a historical overview. Wilma Brown noted that she attended the Lexington meeting as an organization executive director, and enjoyed it and thought it was helpful. The discussion went well, there were no specific "hot" topics, and everyone was on the same page. Lori stated that at every meeting the attendees noted that they realized this was a very difficult task and they appreciated the invitation to participate. Jean asked Wilma if she often meets with other organization heads; Wilma noted that they do not, and it was helpful for so many of them to get together.

ANNUAL REPORT

Everett reported that in order to include the KAC annual report in the information provided to the legislative budget sub-committee hearing in November, he and Todd reviewed it and gave Lori approval to submit it to the committee during her presentation. The hearing was a wonderful opportunity for Lori to have 10 minutes to state who the arts council is, what we do and how important we are to the state, and we wanted to give the committee as much information as possible. Lori stated that we are working on having the legislatively determined due date of the annual report changed. Ann Schell stated that after reading the report she is amazed at how much the agency is able to do with so little staff. James Voyles noted that the report is well written and concise; Greg Schumate commented that the report is very well done and easy to

read. Lori noted that she and Ed Lawrence had made some changes in the format and it was helpful to know the changes made a difference.

Greg Shumate made a motion, seconded by Jean Dorton, to approve the Annual Report. The motion was passed without objection.

GOVERNORS AWARDS IN THE ARTS NOMINATING COMMITTEE

Everett stated that the pool of nominees was outstanding, and the committee had an excellent discussion. Nancy Cooper agreed that the discussion went well; Retha Tarter stated she enjoyed serving on the committee and it was very difficult to choose between the nominees. Everett noted that the Governor's Awards committee attempts to have a broad range of nominations to present to the Governor for approval, and reminded the members that they should all be advocates for nominees from their area.

POET LAURATE

Wilma stated that this was a great meeting, and the committee members were excellent. The committee's recommendation has been forwarded to the Governor, and we are waiting for final approval. She remarked that she had taken some notes and would like to have the opportunity to discuss the process in depth. Lori noted that she would welcome meeting with Wilma to discuss the process.

REVIEW OF EXECUTIVE DIRECTOR

Everett asked that Lori go through each of the monitoring reports that had been submitted. Lori commented that the four reports were similar in that they all deal with issues of compliance and equity. She reported the following:

2.0 General Executive Constraint

Staff has had a great deal of training over the past 12 months, particularly in the areas of state regulations. There are many state and agency regulations to follow and continuing staff training and being knowledgeable about the requirements and processes is very important.

2.1 Treatment of Constituents

The agency has many processes, policies and procedures in place to ensure that we conduct programs in a fair manner and equitable manner, and that staff do not give special treatment or allow biases to affect their work with constituents. This is why staff does not have input on outside panel decisions.

2.2 Treatment of Staff

Staff has had training in state policies including harassment and fair treatment. The agency also has Norms of Conduct which were developed by staff.

2.3 Financial and Budgeting and Planning

This report detailed the considerations which come into play when determining the budget. A summarized copy of the FY07 budget was provided.

Greg Shumate made a motion, seconded by Wilma Brown to approve the Review of the Executive Director. The motion passed without objection.

EXECUTIVE DIRECTOR'S OPERATIONAL UPDATE

Lori provided information on the following issues:

- Staffing: Suzanne Gray joined the agency in October as Executive Staff Advisor and we are pleased to have her on board. Interviews for fiscal officer have been completed and that position should be filled soon. Kristen Swisher is no longer able to continue in her position as Regional Outreach Director. The Personal Service Contract for Lincoln Bicentennial has been posted and will close on December 21st. Sarah Hall has left the Commerce Cabinet, and the KAC will begin working on regulations when the new legal counsel is assigned.
- Kentucky Arts Services OnLine (KASOL): The first deadline is March 15 for all adjudicated programs, and staff is very excited about this next step.
- Nine 40th anniversary breakfasts were held around the state in October. The staff enjoyed the opportunity to meet with people in different communities, and this gives a sense of what is happening in the state. Some of the information received will help inform the next agency strategic plan.
- Legislative Arts Day will be February 13th in Frankfort. The morning will begin with a photo opportunity for operating support grantees with their legislators, and we would love to have any board members attend as well. In the afternoon Arts Kentucky will hold workshops, and Jay Dick from Americans in the Arts will be presenting. The evening will include a legislative reception at Berry Hill. The KAC is also coordinating and hanging an exhibit of visual artists in KAC programs in the Senate Majority leadership offices and those participating artists will be invited to the reception, along with the Governor's Awards recipients, and the operating support grantees.
- The KAC made a 10 minute presentation to the legislative budget subcommittee in November. The presentation was made along with that by three of the other Commerce Cabinet Arts and Cultural Heritage agencies (Kentucky Center for the Arts, Kentucky Heritage Council, Kentucky Artisan Center at Berea) and each of the agencies made reference to working in partnership with the others during their presentations. The legislative committee members were each provided with a packet of materials specific to their district. Lori appreciated the support of Todd Lowe, Jean Dorton, Lindy Casebier, Secretary Ward and Christina Gordley who were all in attendance to give their support.
- We hope to plan the dedication of the transportation building sculpture in March.
- National recognition: The copy of the National Endowment for the Arts annual report includes the Kentucky Arts Council as one of three state arts agencies showcased, highlighting the Community Scholars Program. The Craft Marketing Program was voted the number one festival by readers of *American Style Magazine*.
- Kentucky Crafted: The Market is March 1st – 4th. It is the 25 Anniversary of Kentucky Crafted: The Market, and there will be a reception on Thursday and festivities on Friday evening, in addition to the regular Market activities.
- Governor's Awards in the Arts: The ceremony and activities will be February 14th. The ceremony will be at 10 am, followed by a reception and lunch. Recipients will be announced on the Senate and House chamber floors in the afternoon.
- Kentucky's Poetry Out Loud Project: The project is sponsored by the National Endowment for the Arts. Nineteen Kentucky schools are participating and the finalists will come to Frankfort on March 13th to participate in the state wide competition. The state finalist will travel to Washington to compete with the other states.
- The Southern Arts Federation's Performing Arts Exchange will be in Louisville Sept. 26th – 30th and the KAC will be the local host. This is an opportunity for Kentucky to

showcase our state and our talents. The regional planning committee will be in Louisville February 15th and 16th and a meeting of the local host committee will be put together after that.

- Trish Salerno, Executive Director of Arts Kentucky, will be taking a one year leave of absence beginning in January to participate in a fellowship opportunity in St. Paul, Minnesota. Michael Drury will be handling administrative functions for the organization.

BOARD ENDS DISCUSSION:

Everett noted that at the last board meeting there was some discussion about the Global Ends statement, *“The people of Kentucky value and participate in the Arts”*. Chairman Lowe would like the Board to have the opportunity to discuss what they feel is their role as members of the Kentucky Arts Council, and what they believe is important in that role. There are upcoming opportunities in which the council may want to be involved, and it’s important to prioritize.

Everett referred to the KAC Ends and Means document and noted that this is the guiding document for the KAC staff, for Lori, and for the board. Most of the current members were not on the Board when this was developed, so it’s important to review and discuss it so everyone understands the document and how it helps us do our business. Everett noted that he would like to raise for discussion the following issues as the board focuses on the agency mission and duties as members: Is the document still relevant, and is it being used to guide daily activities? Is there a need to go in a different direction? He asked Lori to give a brief overview for new board members.

Lori noted that the KAC operates under the John Carver Policy Governance method, which is covered briefly during new board member orientation. Training and assistance in Policy Governance have been provided by Bill Charney who works with many organizations to use this method. She reminded the members that in September we went over the KAC goal hierarchy which begins with the Legislative purpose of the Arts Council, then the mission and the end statements. For daily programs and work, the staff breaks it down further into goals that we developed to be the bridge between the ends statement and our strategic plan. The goal hierarchy document is used regularly in conjunction with NEA, NASAA, and Commerce Cabinet reporting requirements, and in the work we do within the agency. The board developed each item under the ends statements as issues that were important to work on to achieve the Ends. Bill Charney states that “The ends reflect what good for whom at what cost. Everything else is process.” The ends are determined at the board level, as the ultimate desired outcome for the work of the agency. Lori noted that all the activities and programs at the Kentucky Arts Council relate back to one of the five end statements. It’s important for the board to be in agreement on whether the ends statements are still valid: are these still the long-term outcomes the board would like to work toward, and is everyone in agreement regarding their meaning? She noted that the agency is preparing for the development of the next strategic plan, and it’s important for the staff to have a clear picture of what the board would like the Arts Council to be working toward. The strategic plan is required by the NEA and we have to have a public input process.

Members discussed the following issues:

- Everett noted that the Ends were developed when he first came on the board and it took a while to get up to speed and understand how this helps. We should continue to review them as new board members are added, and we should discuss the purpose for the agency's existence.
- Ann remarked that the Ends were developed when we were under the Education, Arts and Humanities Cabinet. Now that we are under the Commerce Cabinet we should evaluate some of the statements.
- Wilma asked if our purpose changes according to where we are placed in state government: have we shifted in our thinking, or did we just shift in our position?
- Stephanie stated that she considered the role to be perpetuating the arts in Kentucky, and though we were included in the Education Cabinet before the purpose is the same.
- Lori noted that a change from one cabinet to another didn't necessitate a change in agency purpose, but could provide an opportunity to showcase or highlight programs and activities in a different way. It might mean offering opportunities to groups that may not have had these opportunities before. It doesn't change our role in the big picture, but does change opportunities, bring new challenges and provides new partners. Being in the Commerce Cabinet gives us the opportunity to sit at the table with different players, which is valuable in order to work with the entire state and all the different communities.
- Ann noted that the support has been broader with the Commerce Cabinet, and that the public presence has been greater.
- Jim stated the move from the Education, Arts and Humanities Cabinet to the Commerce Cabinet was both a natural and good thing in the sense that we always have to justify our existence particularly for funding from the legislature. They seem to understand more easily when you can show how you've increased revenues to the state, and being attached to Education is not as impressive to the legislature as being connected to Commerce. He noted that the arts and education have traditionally been neglected.
- Nancy stated there is a difference in what the arts council does as a staff and what the Arts Council does as a board; Jim remarked that the role of the board is to set policy and the role of the staff is to implement and carry out.
- Jean remarked that a very important role for the board is to serve as advocates. Lori stated Tom Birch, Legislative Counsel with NASAA, is going to attend the March board meeting. Everett stated that board members are able to advocate and do things that Lori is not able to do as Executive Director. Nancy noted that advocacy can not be just about getting more money. We should focus on what good we can do because we exist.
- Lori stated that an agency goal for 2007 is to raise the visibility level of the Kentucky Arts Council, and we are trying to work in this way with legislators. The legislators often confuse the KAC with other organizations and we want them to know who we are and what we do.
- Greg noted that he has a "501(c) 3 mentality" and it's challenging sometimes to see the difference in serving on the board of a state agency. As a state agency our mission is by statute: the agency was created by the legislature as a reaction to the NEA requirements that there be an arts council in every state to accept federal arts funding. The obligation of the board is to provide oversight of how the funds are spent. Policy is a part of that, because when we set policy we are setting it through how we spend money. The statutes state that we are to be advocates and provide counsel to the Governor regarding arts in

Kentucky. The things we are doing are consistent with that. As a board we should have more input on how the money is spent.

- Everett asked how we can better monitor how funds are spent. Greg responded that the board should have a budget committee, and the budget should be consistent with the ends statements. It probably already is, but the board does not have as much input as it should. We need a permanent budget committee that is appointed by the chair with members of the staff and the board, and there should be a formal approval process on an annual basis, because many of the things we discuss are of a funding nature. Everett stated that it's not possible to determine how much the appropriations are going to be, but a budget committee could help determine how the funds are used.
- Stephanie stated that when policy governance was implemented for the agency that was one of the things we were trying to get away from. We wanted to keep our mind on the big picture as opposed to getting into tasks that the staff should do.
- Ann stated that the budget has always been a mystery to the board. The dollars allocated to each category are determined by the staff.
- Jean asked when the next budget cycle began. Christina Gordley responded that the budget requests will be submitted in the fall of 2007. Planning begins in the summer, but it's best to begin when the fiscal year has ended. She reminded the board that working with a committee involved a time commitment and a rapid turn-around.
- Jean asked how the budget fits in with the strategic plan. Lori responded that we can have some preliminary information available for the FY 08 budget in March. In terms of working toward the next budget appropriation, if there is a request for new money it needs to happen several months before. We need to know what the members' thoughts are. What will be the one or two big things for which the board would be interested in requesting funding?
- Everett questioned how the organizations in the field would feel if a committee changed priorities each year. Greg responded that his interest is in focusing on what our fiduciary duty is under the statute. Spending oversight is the responsibility of the board, and the best way for a board to revisit its priorities is on an annual basis.
- Lori stated that the FY 08 budget will be ready by early summer, and we will have already allocated most of our FY 08 grant/program dollars during our spring panels. Greg stated that if the board needs to be looking at FY 09's budget for approval, then that needs to happen. It should be done from the front end with the big picture in mind. Retha stated she agrees and that she looked at this from the point of view as a panel chair and where the funds are going at that level. We need to approve the budget. Greg stated that the current document which was distributed was fine, but he would like the opportunity to approve it.
- Everett asked Christina how would this work in terms of planning for the coming years if the board adopted a budget approval policy. Christina stated it would be very difficult for the staff. The board could begin looking at the budget this spring and start planning for FY09. Policy changes take money, and if the board wants to influence policy the members oversight can set a different direction.
- Ann asked why the Craft Marketing Program has a separate budget line in the document presented to the board. Christina Gordley stated that the funds for the Craft Marketing Program are part of the general state Kentucky Arts Council budget, and are not allocated as a separate program or budget line; however, traditionally it has been separated

internally. Jean requested that at the March meeting there should be further discussion of how this is presented in the budget.

- Everett stated it would help to give the staff more time to prepare a more detailed budget, and we can request that the chairman consider Greg's suggestion. We also need to discuss why the Kentucky Craft Marketing Program is a program of the Arts Council. It would be interesting to discuss whether there are opportunities for the Craft Marketing Program to help support the board agenda. The same model can be used for artist programs of all disciplines. Jean noted that the legislators should be aware that we're working with all artists and programs, and we should get our name out to encourage the legislators to allocate more money for the agency. Lori stated that she would welcome working with a budget committee
- Everett noted that the Performing Arts Exchange (PAE) was an example of the performing side of marketing, much like the craft marketing program. This will be a huge event for the KAC and it's unfortunate that it is coming on the heels of the Folklife Festival. Lori stated that hosting PAE is also a budget issue because we will be responsible for additional costs.
- Everett noted that advocacy appears to be an issue the board identified as needing more attention. The big challenge is have to continue to make our case to the legislators. They need to understand what we do and it's our job to be advocates to the legislature. Nancy noted that the legislature is constantly changing--legislators change and their purposes change.
- Greg stated that he thinks the agency mission statement is reflective of the Education Cabinet as opposed to the Commerce Cabinet. What ability does the board have to make an influence on education? Lori stated we may not be affecting arts education funding but we are ensuring that there is arts education provided within the school system. We are also working in partnership with the Department of Education, and belong to the Arts Education advisory committee.
- Ann asked if the NEA requires us to revisit our goals yearly; Lori responded that we are required to report on progress to goals, but only change those as needed with a new strategic plan. Nancy asked if there will be public meetings to help set the new strategic plan, and suggested that instead of people being cheerleaders for what's happening, they could react to a framework such as this document, we may get more useful input. Lori stated that we can do that, and we need to look at how the meetings will be structured, and how the strategic plan will be structured.
- Everett noted that these are very important issues for our future, and we need to take the time to discuss these matters so we're all on the same page.
- Trish Salerno noted that if the board is interested in working on advocacy issues Arts Kentucky would help in any way possible. Everett wondered what time of year is best for members to meet with their legislators. Trish stated that any time of year is valuable. If there are specific issues the board would like to focus on, Cecelia Wooden has ideas of when the best timeframe is. Arts Kentucky can provide numbers and statistics, and Cecelia would be happy to make visits with the members. It's better to try and get something in the Governor's budget proposal rather than getting something in through the legislators.
- Ann mentioned that we seem to have gotten away from notifying legislators about meetings, and that she missed the community breakfasts which she felt were very helpful.

She questioned why the breakfasts were no longer being held. Lori stated that the decision to discontinue the breakfasts was that of the last board chairman, and we could resume that activity. The staff enjoys the opportunity to be out in communities across the state meeting constituents, and they enjoy having us come to their town. Jean stated we should have information for each of the legislators regarding what is going on in their community. If they receive information from more than one person they are more likely to remember.

A motion was made by Ann Schell, and seconded Jean Dorton to reinstate the Community Breakfasts. The motion passed without objection.

- Lindy noted that it's important that when the legislators begin to make budgetary decisions they will recognize the people connected as well as the agency. They are beginning to see the value of the agency they can see the benefit to their constituents. Secretary Ward noted that making communication with your legislators locally is very important. They want to know you and see you, even when it does not relate to the arts.

Everett noted that this had been a very positive discussion. There are several areas that can be addressed and used as our vision for the coming years.

NICK LAWRENCE

Nick Lawrence with Curtains at Eight on WUKY thanked the KAC for funding support for the pilot State of the Arts radio project. This proposed one-hour program will have a live audience and feature local artists, musicians, poets, historians and other guests who will discuss the culture of a specific area. There are 52 weeks of broadcasting with 39 live shows, and the goal of the program is go nationally.

The next board meeting is scheduled for March 23rd in Frankfort. Everett asked if there were any concerns or problems, and reminded the members of the importance of having a quorum present at meetings. He encouraged members to look at the list of upcoming panel meetings to see if they are able to serve as chairman for any of the panels. He noted the value of serving as panel chairman, and mentioned that it's important to serve as co-chairman first.

The meeting was adjourned for lunch. Following lunch, Rolf Linder with the World Equestrian Games presented general information and a power point presentation about the games scheduled for 2010 in Lexington.